Note for Nicholes, Nichelle

*** URGENT ***

From: Padoan, Art

Date: Thu, Apr 27, 1995 11:00 AM

Subject: GPC "Think Tank" Meeting

To: Nicholes, Nichelle

Cc: Anise, Roy; Beran, Dave; Clary, John; Eastburn, Gary; Johnson, Craig; Jones, Lance; Lund, Nancy; Mikulay, Robert; Paoli, Pete; Szymanczyk, Mike; Wexler, Larry

I just spoke with SSD Lance Jones in Atlanta. Lance said that a Unit Manager in Alabama reported that B&W has started a C-Store manned switch-selling program. A B&W Rep is assigned to switch-sell inside the outlet for a period of two hours, in return the retailer recieves $50. The B&W Rep is offering Marlboro Smokers a BIGIF GPC for 99¢ (two packs for 99¢).

The same Unit Manager also reported that RJR has started couponing all of its premium brands - 45¢ off per pack.

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